

Marketing M&A integration workbook

10 questions marketers going through M&A need to know the answers to

The M&A integration process is no easy undertaking. We're here to make it a little bit easier with ten critical things marketing should be thinking about before they embark upon the M&A integration process.

1. What company brand elements will need to be updated, refreshed or rethought? Is there a hard date for the rebrand to occur?

2. What data sources, content sources and systems exist? What can be consolidated?

3. Did you inherit new channels? What should you move forward with and what should you leave in the past?

4. Did you inherit new content? What can you re-purpose and what can you leave behind?

5. Will you be merging websites? Which ones? When? How?

6. Will you be consolidating social media channels? Which ones? When? How?

7. How will you leverage the power of both brands to positively alter processes and workflows?

8. What websites (besides your own) will you need to change company messaging, imagery and copy on?

9. How will you evangelize your new marketing strategy and communicate changes to the wider company?

10. How will you increase communication across newly united companies?